"The Demorest Page Leads to Wonderful Prices The above title asserts all the Demorest people have made patterns for years and years, but their prices were interested by the several representation of the STORE IS FILLED TO COMMENT of the STORE IS FILLED TO COMMENT of the Demorest people have as bought, and all things undergo our strictest scrutiny as to value and goodness. The Allow for Seam and any pattern you can wan and yo

In January we had an opportunity to buy several thousand dollars' worth of new Silks at a price advantage. Feeling sure that Silks would rise, we took the offer. Our foresight met its reward. Silks are 15c to 25c a yard higher. As your agents we were merely looking out for your interest: Come and share the feast.

75c Fancy Silks, 46c-

2,000 yards of Fancy Silks, for this season's street costumes. The designs are exclusive, in endless variety, checks, stripes, warp points and pin dots; 75c and \$1 values for 45c and 51 values for 45c.

700 yards of Black Taffeta Silk, suar-anteed pure Lyons dye, strong and lustrous, for petticoats, dresses and linings; "5c value for 50c. The 56linings; %c value for 59c, thinch wide, \$1.25 value, for \$1.

75c Black Taffeta, 59c-

75c Tussah Silk, 48c-450 yards Tussah Silks, in natural linen color, 27 inches wide, 48c, instead of 75c.

59c Pongee 37 1/2 c --

545 yards Messaline Pongee, soft, cor-rect finish, for entire gowns, all col-ors; 37 1-2c, instead of 59c.

75c Crepe Voile, 39c-323 yards Crope Voile, black and col-

ors, 27 inches wide, has a lustrous, soft effect; 39c, instead of 75c. 50c Shanghai Silk, 39c-

400 yards of Colored Shanghai Silks, light and dark shades, white and cream included; 33e, instead of 50c.

50c Foulards, 39c-

Flouncings.

1,700 yards Foulard Silks, all desirable 70 yards Foulard Sicks, all desirable shades for sirect or evening wear-pin dets, small polka dets and other figures, in blue and white, prune, green, brown and lots of others; Sec values for 39c; 75c ones for 59c.

75c Black Foulards, 50c-500 yards Plain Black Silk Foulards, soft and durable, 27 inches wide; 50c.

55c Black India, 35c-

450 yards of Black Hand Loom India. Silks, 35 inches wide, has a splendid high dustrous finish; 35c, instead of 5cc.

75c White Habutai 55c-

20 yards White Broche Habutai, launders like linen, in neat, small designs; 55e, instead of 75c.

50c Wash Silk, 25c-

650 yards Corded Wash Silks, in all destrable colors, light and dark shades; 25c, instead of 50c. \$1.35 Peau de Soie, \$1-

300 yards Black Peau de Sele, rich finish, 36 inches Wide, pure Lyons dye; \$1, instead of \$1,25.

\$1 Louisines, 69c-

80 yards Swiss made Louisines, beau-tifully soft in texture and brilliant lustre; all colors, suitable for the new blouse costumes; 69c, instead of \$1.

75c Pongee, 45c-

Store Full of Embroideries

Again Monday

A Most Timely Bargain

A special purchase of 1,500 yards of allover embroideries. Don't re-

gard value. We did not when we bought them. Prices will be 25c, 50c,

18-inch Corset Cover Embroideries are
25e a yard.
25e a yard.
Skirt Flouncings, 16 2-ile.
Embroidered Medalilons, 5e each, or
Embroidered Medalilons, 5e each, or

Thousands of yards of Embroideries their value.

Nearly All the Town

must be seen to be appreciated.

Doublie Width Oriental Allover Laces,

Coin Spot Net, 45 Inches wide, in ecru-and white, 75e a yard.

has been one of the surprises of the recent lace attractions here. We sell Laces-edging and insertings at 50e a dozen, not matchable at

75c.
St.25 Val. Laces, 75c a dozen.
See the counter of Val. Laces we sell at 25c a dozen.
German Val. Laces, Edgings and Insertings, worth \$1.25, for 65 a dozen.

Black Goods

Silk Warp Crepe Cloth, worth \$1.25, for 75c a yard. Silk and Wool Bollenne, the wide \$1.25

Silk and Wool Rollenne, the wide \$1.25 quality, for 75e.

The new Spider Web Voile, a \$1.55 yellow, for 85e.

French Voiles the quality that calls for 98c, full \$4 inches cwide, for 60e.

For Heavy Pure Lustre Sichian for 50e.

All Wool Albatross for 20e,

Sale of Val Laces

Allover Oriental Laces 25c.

They are half their value. The immensity of the stock to

A counterful of Loces, from the nar-row to the wide-every piece washes must be seen to be appreciated.

Another lot, not quite so fine, at 3c cost to \$1.35, choice 75c a yard.
Allover Point de Paris, Luces, 10c,

Exquisite Dress Goods

summer fabries 50 per cent. larger than ever before. There is

a taste in the buying which makes shopping here a pleasure,

A price advantage also which comes with the larger buying.

56-inch Novelty Suiting, invisible plaid, for English walking suits, \$1. An overstock of an importer has Bradford's Mohair, in all of the de-

What's best from European as well as American makers, A line of Mohairs, Crepes, Eoliennes and all other spring and

Cohen's Laces Help

choose from is a part of the charm of the buying.

Laces at Se up to 6 inches in width. 10c and 12 1-2c buys Laces that cost

Linen Torchon Laces, Sc and 5c a

50 pieces of Net Top Laces, on fine net; a 22c value, at 12 1-2c a yard.

26 pieces of New Net Top Laces, values to 38c, choice 17c.

lew French Pompadour Laces, all widths and styles, handsomest trim-

ming laces ever produced-an im-mense variety; also Batiste Laces,

Colored Goods

wide-81.

Anoh Silk and Wool Eollennes, in
All of the new shades, self-colored
checks; a nice light weight fabric.

All Wool Self-Colored Boureau
Volles, in all of the wanted shades—
44 inches wide—a desirable material
for the "New Easter" suit, 75c.

All Wool French Volle, in al Wool Self-Colored "Bourette"

's Monair, in all of the de-colors and effects-44 inches

75c and 98c, hardly a piece of which the value is not nearly double.

Embroidery buyers alive to all that is a bargain wherever

the prices can be "special" they are sold so, and without the slight in quality or perfection.

A Skirt Maker turns his stock over to the Cohen Co. Not many of any one sort-some are samples, others the

Finest Mohair Skirts

15-plait models, that have sold ordinarily for \$5,75; blue, brown and black, for \$3.08. All Wool Panama Skirts, made in the

If you know the best Skillian Skirt in town for \$7.50 you can get it here Monday for \$5.

New 33-gore Skirts, the best \$10.50 ones, are \$7.50.

There are dozens and dozens of Skirts at just such values, and all of them the newest styles.

\$15 New Cloth Suits, \$7,50

That's a remarkable story, when the prices range upward, instead of down. These dresses are in the best styles of this season, and were made to sell for \$15.

Silk Suits, \$10



Like the cut, all pure silk, checked or striped taffeta; the price \$10.

Some of the Silk Suits are very pretty; they range in price to \$20.

Special Sale of Covert Jackets for Women and Misses

ing and perfect fitting, the same jacket that no merchant can ordinarily sell for less than

Kimonos that would cost 50c to make are 25e each-all sizes. Fuil Length Kimonos, like the \$1.50 ones in

The variety of all kinds up to long ones are

"A White Goods Year"

says the fashion articles. Never has there been prettier fabrics to cause it. We are ready in every sense, but especially in prices. You can get nearly a third more goods for your season's supply than you expected. All the novelties are here, too.

it can be found. The supply Monday will reach to several Fine Imported Nainsook, 40 inches wide, in lengths from 8 to 9 yards; 3,200 yards, at 12 1 2c a yard—a 20c thousand pieces. From the narrow Baby Edgings to wide

doc Wash Chiffon, 45 inches wide-selvedge slightly imperfect—on sale at 20c a yard.

Sheer India Mull, 40 inches wide, the

2.000 yards of Double Width Persian Lawns, imported to sell for 35c to 45c; our special price, 20c and 25c

Most Superior Dotted Swiss Muslin, usually sold at 300 on sale Monday for 12 1-2c.

40-inch Sheer French Lawn, special a 15c a yard.

2 yards wide Prench Black Organdy, the quality, 25c.

Finest Linen Finished India Linon, 40 inches wide, 12 1-2c a yard.

Mill End Sale of Ribbons

at over a third less than regular prices. The loom ends of the lat-est ribbons of one of the largest manufacturers priced thus in all colors: 10c Ribbons are 6c.

10c Ribbons are Se.
19c Ribbons are 12 1-2c.
19c Ribbons are 16c.
Another letted 4-inch Taffeta Ribbons, in all colors, 12 1-2c a yard.
4-inch Fine Quality Black Taffeta Ribbons, 25c quality, 19e a yard. 3 1-2 inch 17c Satin Ribbons, all shades. 12 1-20 a

4 1-4 Inch Satin Ribbons, in every color, special 17e a yard. 50c Sample Belts, 19c

250 sample Belts, sold for 25c to 50c, choice, any, 19c each. Lot of odd Bags, worth to 50c, special 50 White Kid Belts, tast season's 25c

Jewelry Bargains

gross Fancy Back Combs, sold for 25c and 39c, for 10e each, c Violet Brooch or Neck Pieces, 10c. 9 asimple Brooch Pins, worth 25c, for Pearl Necklaces, 19c.

17c Linings, 6 3-4c

2,000 yards Black Perceline Linings, lengths 2 to 10 yards; worth 10e to 11c a yard, choice 6 34-4e, a yard. Near Silk Linings, in every color, best 12 1-2c lining made, for 10e

Cohen's Easter Glove Store

is rich with the best buying that was ever possible. Not an unre-liable glove in all the lots. 72 dozen Kid Gloves, hat tost to 81 a pair, all shades light, medium and dark, including black and whitethe price, 50e a pair.

The Cohen \$1 Kid Gloves

None in town under \$1.25 as good.
All the new spring shades, including black, white and tints.
Our \$1.50 Glove is the \$2 glove sold elsewhere; every color, black and white

white.

The Amsterdam' 50c Double Finger Tipped Silk Gloves have no equal; the quality of silk, shape, style, fit, etc., are the improvement on any other in the market.

the market.

The Clementina' Silk Gloves are the best in all European countries; they are woven double fineer tippled.

FABRIC GLOVIES Monday that cest to 10c, for 15c a pair.

Just Come In

They are bought so that you need not try to match them at any other store in Richmond. Prices range from 98e to \$6 a suit; regular value is \$1.50 to \$8.75.

Our Hosiery Specials For Monday

A larger space, a larger stock gives you more advantages. A few sample prices:

100 dozon pairs Women's Stockings at 12 1-2c a pair; fancy styles, select black in plain or lace, black with white feet, also tans. 17c a pair for Women's Fancy Open-work Dropatitch Lisla Stockings. 15c for Women's Plain Fine Gauge Solid Black and Pure White Stock-ings.

ings.
25c a pair for over a score of styles of Women's Black, White, Tan and Fancy Color Stockings, in plain gauze, dropstiton and loce allover. Itse a pair for Sheer Gauze Lisle Stockings, in black or white.

Umbrellas at \$1

A lot of Fancy Handle Silk Gloria Umbrellas: handles of pearl, horn, German silver, oxidized and plain and silver trimmed, natural, at \$1 each. \$1.50 for Silk 'Umbrellas, made of guaranteed union taffeta, handles of sterling silver and pearl. You can pick from this lot of 200 umbrellas values from \$2.50 to \$3. Rainproof Gioria Umbrellas-25 and \$5-inch-79c.

Special Values in White Underskirts

25 dozen Lace Trimmed Underskirts, various styles; most of them have flounces 18 to 24 inches deep-79e

Another lot of Skirts-embroidery and lace trimmed-flounces 24 and 23 inches deep; \$1.50 and \$1.75 skirts for

An Entire New Shirt-

class of waists made in New York By this special purchase we are enabled to make prices as follows: White Lawn Waists, embroidered, platted and tucked; should be \$1, are

60c, are 35c.

Most perfect China Silk Walsts made, platted, hand foom China silk; \$3.25 waists for \$1.98.

Linen Waists, value to \$2.50, for 98c.

Silk Walsts. In combination of lace and

50c Pillow Tops

dreds to choose from.

600 Pillow Shams, Scarts and Centerpieces, costing to 50c, choice Monday, 15c each.

Stamping.

Don't everlook that we do any kind of stamping, no matter what-war-ranted satisfactory-at special prices.

Housekeepers

50-inch Satin Finish Tapestry, blue, red and green; 500 value, 39e a yard, loavy, Reversible Repn. 50 inches wide, in floral designs; 75e quality,

eres, regular \$4 value, \$2.08 a pair. Fine imported Double Thread Net Cur-tains, in new, designs, 3 1-2 and 4 yards long; \$5 value, \$3.08 a

The Closest Woven Fine China Mat-tings, in the neat, small pin checks and stripes, all colors, ilde a yard. The Heavy China Mattings, in the large block and damask patterns,

price less than wholesale cost looks astonishing, but merchanlise shrewdness does this. Linen, too, means pure Linen at Cohen's. Part Linen we call "union."

1 1-8 yards wide Suiting Linen, iniported to sell at 60c; our price 20c.
2 1-2 yards wide Linen Suiting, best 51.25 grade, at 85c a yard.

Double Width White Linen Suiting, in round thread; a 60c value for 30c a yard, always \$1.40, is \$1 a yard-2 yards

wide. We are also selling 2 pards wide Ger-man Linen Damask that cost 75c for 50c. yard, Allover Embroklered Linen, heavy, round thread, \$1.25 a yard, 28 inches wide Walsting Linen, 25c a

Breakfast Doylles, cost \$1, are 500 a. dozen.

Dinner Napkins, full bleached Irish goods, \$1 a dozen.

3-4 Dinner Napkins are \$1.75.
100 dozen Towels, size 22 1-2x43, extra weight, special at 16 2-3e each,

Full Bleached 42-inch Heavy Huck Towels are 12 1-2e.

Towels are 12 1-2e. Lot of Linen Toa Doylies will sell for

Time for Wash Dresses

And they're very fashionable this season. We have a beautiful assortment. Attractive from the price as well as the beauty standpoint.

Do not fall to see the Colored Linen Suitings. They are pretty and novel.

Table Damasks

Bleached Linen Table Damasks are now 25e to 50e n yard under the least price we can give regularly. One of the Irish manufacturers need-

ed the money more than he did the

linens, the best \$1.25 Linen ever sold in new patterns—we are speak-ing of the heavy double damask.

Embroidered Crepes, latest designs for dresses; value 55c, our price 12 1-2c, 3,000 yards Imported Zephyr Ging-hams, worth 18c to 25c, choice 0 3-4c

Printed Batiste, Monday, for 7 1-2e

All Linen Sulting, every color and various designs; regular 35c to 59c values, for 25e a yard.

Scotch Embroldered Cinghams, 25e quality for 12 1-2e.

Kimono Challies, 6 1-4e.

Mohair Lustre, in the new checks, 15c.

10 B-4c a yard. Fancy Linen Irish, Crash, the 33c quality, for 19c a yard. French Organdies, the 29c quality, for

Scotch, Dimities, in the latest designs, for kimonos and other housewear, 18c quality for 9 3-4c.

The Bargain Basement

is the bargain point for half the families of Richmond. Why not save half your money when the goods you buy are just as reliable in every way, the only difference being the price.

The Only Place in Richmond You Can

Indigo Blue Prints—endless variety of white figures—for 3 1:2e a yard. Calcutta Fancies—blue—5e.

Calcutta Fancies—blue—5c.
40 inches wide Printed Bailste,
4 ii-4c.
15c Volles, in solid colors and neat
printings, for 5c.
50 inches wide Bleached Muslins,
soft finished, for undergarments;
made to sell for 6 i-4c, is 4c.
French Batiste, including the new
large kimono designs; léc value,
for 9c.

Nousands of yards of French and Sea Island Percales, in every design made this season, of light, 25c French Organdies, 8c.

3.300 Yards of 10c Longcloth, 6 3-4c

English Long Cloth, in lengths to 10 yards, for 6 3-4c a yard; it is full yard wide. Short-lengths of 16 2-3c to 20c White Madras for 12 1-2e a yard. 2,500 yards of 10c Dimities at 6 1-2e

a yard. Regish Nainsook, De; it is the regular 12 1-2e quality. 40-inch India Linon, 5 5-4e, lot of 12 1-2e to 15c India Linons, 40 inches wide, D 5-4e a yard.

Other candies at equal values.

A purchase of sixty dozen Wo-men's Gauze Ribbed Bleached Union Suits, low neck, full trim-ined, with lace trimined pants. This suit is only 25c. Ribbed Corset Covers, high neck, long or short sleeves, 25c.

\$5 Marseilles Quilts, \$3.75

\$5 Heavy Embossed Marseilles Quits, extra large, will be sold for \$3.75. The \$3.50 Marseilles Quilts, heavy onbossed, go on sale at \$2.50.

Double Bed Crochet Quilt, Usual \$1 ones are 6De. 10-4 Bienched Sheets, that sold for 75c, will be 60c.

Some 9-4 Bleached Sheets, 45c, 8-4 Bleached Sheets, 36c, 8-5 Hemstitched Sheets, 70c, 2% and 22c Pillow Cases—some a hemstitched—are 15c, 15c and 18c ones are 12c.

Houseware Bargains for Monday

10e-Pretty Decorated Round China Wegetable Dishes.

#2-i-quart Ice Cream Freezers, #5c-Red, Tan or Blue Gold Band Tin Tollet Sets. 39c for 65c Covered Market Bas-

10e each-Quadruple. Knives or Porks, worth \$2 a dozen. On a dozen-Silver Metal Tipped Tea Spoons; Table Spoons to match for \$1 a dozen. \$1/a sec-Medium Steel Knives and Forks, with holsiered cocoa han-

cach-Quadruple Plate Butter

Knives.

Se each-limitation Cut Glass lee
Cream Saucers.

25c-60c Glass Cake Salvers.
10a for 25c Nickel Towel Arms.
09c-Nickel Alarm Clocks.
25c-41-quart Galvanlact from Dish
Pans.

Fans. 50e for 70c Tin Wash Bollers. So each-Rotary Sifters. 10c-9-ring Deep Muttin Pans.

Our Expert Waist Cutter

To the New Easter and 700.

26-inch All Wool French Voile, in all of the shades and cream, 390e.

56-inch Mohair Noveity Voile, invisible check, in green and blue only, \$1.20.

The new 31 Check Tailor's Cloth has come again—the most stylish fabric of the season. Check Mohairs up to \$1.25 country are now 50c. to 80c.

\$1.25 country are now 50c. to 80c.

\$1.25 country are now 50c. to 80c.

\$1.25 country are now 50c.

\$1.

of the season. Check Mohairs up to \$1.25 quality are now 50c to 80c a Silk Hernani Velling, with heavy silk border; the \$1.5 yadue for \$1 a yard.

is back again and ready to take your orders. Come early so you won't be delayed because of the rush just before Easter,

provides garments that represent the best makers only. When

balance of belated shipment. These reduction prices.

accepted style, 15-gore, for

Other Silk Suits, in all the various colorsgreen, brown, blue, all shades of changeables and black; the price, \$12.50.

We've made a price for all wool best tailor

Buy Kimonos

every way, are 75c.

40-inch India Linon will be sold at 8 3-4c a yard. Mercerized Oxford Skirting, imported, loc quality, for 12 1-2c a yard. White Organdy, the same quality that usually sells for 12 1-2c, is 8 8-4c a

Special sale of Sheer. Fancy White, Goods, main part mercerized, that cost to Mc; choice of three counters, 15c a yard.

oneer Inois and the process of the count of any 45c goods, is 25c a yard. Imported Checked Dimity, the always 20c quality, is 12 1-2c. 2,600 yards of best 10c quality India Linon, book fold, Sc a yard.

50 inches wide French Black Baliste, 50c grade, for 3Sc.

\$1 Gold Stock Glasses for 50c



195 pairs \$1 Gold Stock es and Eve-Glasses go on sale Monday at 50c a pair, including an examination of

Notions

25c Cable Garter Ellastic, 15c, Jet Top Hat Pins, worth 25c, for 5c a card of two pins. Assorted Size Jet Top Pins, 1c, Lot of 50c Hose Supporters, one pair to a box, special 35c (one pair to buyer). 500 gross Pearl Buttons, all sizes

1, 1-2e a dozen. King's Soft Finish Thread, all numbers, 3 spools for 5e. Needle Cases, with 5 papers of needles and darning needles, all for 2 1-2e. Lot of Collar Foundations, 3e each. Joe Silk Garter Ejastic, 5e. \$1 Vells 35c

to dozen Ready Made Veils, worth to \$1, for 35e each. Chiffon Veiling, worth 35c, in white, black, brown and navy, 19e a yard,

Toilets Below Cost 10 gross White Floating Soap, 2 1-2e a

Swift's Fine Tollel Soap, 14c for a box of three cakes. 10 gross Nall Brushes, worth 19c, for Sample lot of Tooth Brushes, all kinds, or or each.
Petrolaum Jelly, 5c.
10c Violette Talcum Powder, 3 1-2c.
Palm Soap, 10c g dozen.
Large Turkish Bath Soap, 1c.

Your Correspondence

is made easy by the Cohen Writing Paper purchase. Several tons—variety of kinds—several counters of pound or box paper. The the choice is Gc, 12 1-2c and 19c, costing up to 50c.

Handsome Embroidery Trimmed Skirts, in the new button hole embroidery, for \$1.25. \$2.50 Skirts, with Anglaise embroidery, for \$1.50.

Waist Stock goes on sale Monday. These goods are made by a man-ufacturer that knows how to make shirt waists. They are the highest

50c.
\$1.50 to \$2 Waists are 98c.
\$1.50 to \$2 Waists are 98c.
\$1.40 Waist—white lawn—70c.
\$3 Waists are \$1.69.
Colored Lawn Waists, in white black and navy grounds; made to sell for 69c, are 35c.
China Silk Waists made.

medallons, with shirring; a variety of styles, that would ordinarily be priced \$6, are \$3.98. Allover Lace Walsts, in ecru, champagne or white, in combination with medallons and faces, up to \$5.60 best with the solice \$5.00 best

The Handsomest

Good Curtain News for

wide, in horal designs, be questly, 500 a yard.
Cross stripe Madras Portieres, 3 yards long, all colors; worth \$1.50, for 98e a pair,
Silk Stripe Snowfiako Madras Porti-

musin Curtains, plais, figured and dots-hemstitched ruffles-3 yards long; special at \$1 a pair.
Plain and Figured Muslin Curtains, \$1 and \$1.50 values, for 75c.
Stripe Muslin Curtains, wide ruffles, 3 yards long, 39c a pair.

Some Extra Values in **New Mattings**

large block and damask patterns, for 25r a yard. Heavy Jointless China Mattings, the usual 25c grades, for 35c and 18c. Fancy China Mattings, 9c. Japanese Linen Warp Mattings, in every conceivable color and design, prices range from 16 2:3c to 45c. Matting Rugs, 1x2 yards, new Jap affects, for 59c. Frinted Lineoleums—in length up to 5 yards—usually 60c to 85c 2 yard, for 37 1-2c a square yard.

Buy Cottons Thus

medium and dark, including Madras Cords; worth to 16c, choice to 3-4c a yard. Scotch Bourette Volles, for suits, in all the new designs, for 8 1-2e.
Shirting Calloues for 3 3-4e.
Yard Wide 10c Percales, 5 3-4e.
Pain and Fancy 8c Dress Glingbams, 5 3-4e.

7 1-2c Aurosteng and -Lancaster Apron Ginghams, 5 3-4c, 2 1-2 yards wide 2c Bleached Sheet-ing for 20c.

Easter Candies

Easter Eggs, in all sizes, for 10c a pound. Chickens and Rabbits, 5c each.

Women's Union Suits, 25c

buys an Extra Large \$1.25

4v each-Yellow Custard Cups. \$1 a dozen-Thin White China Cups and Saucers.

The a dozen-Loaded Bottom Pol-ished Glass Water Tumblers, worth \$1.50. \$4.25 a set-Rogers's 12-dwt. Silver Knives and Porks. \$4.50 a dozen-Rogers's Silver Tes